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October 27, 2004

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Federal Communications Commission
Office of SecretaryMs. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20036Re: Rules and Policies Concerning Attribution of Joint Sales Agreements In Local
Television Markets, MB Docket No. 04-256

Dear Ms. Dortch:

Enclosed please find an original and four (4) copies of the Comments of Hearst-Argyle
Television, Inc. ("Comments") regarding the above-referenced matter. Please return a file-stamped
copy to us at your earliest convenience.

We appreciate your time and attention to this matter.

Sincerely,

BROOKS, PIERCE, MCLENDON,
HUMPHREY & LEONARD, L.L.P.

Mark J. Prax

Counsel to Hearst-Argyle Television, Inc.

MJP/dkb
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**Before the
Federal Communications Commission
Washington, D.C. 20554**

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OCT 27 2004

In the Matter of

Rules and Policies Concerning
Attribution of Joint Sales Agreements
In Local Television Markets

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MB Docket No. 04-256

Federal Communications Commission
Office of Secretary

COMMENTS OF HEARST-ARGYLE TELEVISION, INC.

Hearst-Argyle Television, Inc. ("Hearst-Argyle"), by its attorneys hereby submits its comments in response to the *Notice of Proposed Rulemaking* ("Notice"), FCC 04-173, released August 12, 2004, in the above-captioned proceeding. Hearst-Argyle opposes the adoption of rules which would make television joint sales agreements attributable. Hearst-Argyle supports the Commission's proposal to defer the review of grandfathered LMAs (entered into prior to November 5, 1996) until the conclusion of the next quadrennial ownership review in 2006.

Hearst-Argyle owns or manages 28 television stations, plus seven full-power satellite television stations reaching more than 18% of U.S. television households, as well as two radio stations in Baltimore. Through a time brokerage agreement entered into by its parent company, The Hearst Corporation, Hearst-Argyle provides programming and sales services to Television Station KCWE, Kansas City, Missouri. KCWE is affiliated with the UPN Television Network. The Hearst Corporation also has an option to purchase the station which it is in the process of exercising.

Hearst-Argyle also sells advertising time, pursuant to joint sales agreements ("JSAs"), for four television stations owned by Paxson Communications Corporation ("Paxson") in New Orleans, Orlando, Sacramento and Winston-Salem.

Hearst-Argyle's experience with its four JSAs has been positive. Under the JSAs, Hearst-Argyle receives commissions and earns fees for providing ad sales and other technical services to Paxson. Paxson remains responsible for determining the programming broadcast by each of the stations. The JSAs with Paxson serve the public interest by allowing Hearst-Argyle to make new products available to advertisers and viewers and by assisting in Paxson's continued survival as a competing provider of diverse network television programming.

Conclusion

Hearst-Argyle respectfully requests that the Commission should determine not to attribute JSAs. Hearst-Argyle concurs with the Commission's suggestion that it undertake the review of grandfathered LMAs called for by the Telecommunications Act of 1996 at the time of the next quadrennial review in 2006.

October 27, 2004

Respectfully submitted,

HEARST-ARGYLE TELEVISION, INC.

By: 

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